



Since 1995

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Let's talk

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NEW PRODUCT/PROTOTYPE SHOWCASE

ABOUT

Get written feedback from buyers on your new product. The Prototype Showcase gives you the opportunity to showcase new products, prototypes, and packaging in a separate showcase setting distinct from your other products. Not only does this provide exclusive exposure to your up and coming products, but each product in this showcase receives written feedback from attending buyers. Buyers provide feedback on product uniqueness, pricing, packaging, quality, market interest level, and more. Our Prototype Showcase is an exclusive arena with honest feedback from industry decision makers.

PROTOTYPE REVIEW SPECS

- Standard 2' x 2' space per product. Additional space available for larger products.
- Table and floor displays available
- Private, secure space only open to buying companies
- 1 Product - \$250
- 2 Products - \$350
- 3 Products - \$450
- 4 Products - \$550
- Call for additional product pricing

CONSIDERATIONS

- Provide product description for each product showcased in the review to be used on top of your Secure Review Box (see template below)
- Product descriptions limited to a concise 60 words or less
- Additional marketing and information literature is welcome to accompany the product in the display
- Upon registration before the event, please specify type of display you prefer (table or floor)
- NLGS provides a floor space or a table space with a tablecloth, but does not supply any other display settings. Vending companies provide any aids to their display
- Deliver Prototype materials in the same manner as POP materials

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EXAMPLE BELOW

(Card to be folded in half along line and used as a tend card beside new product.)

ACME's 500 Series Garden Tool (Font Size 20, bold)

This is your product description. Please print on white cardstock, **use size sixteen normal font** and make your description clear and pointed. You are welcome to have tare-sheets, pamphlets, ect. beside your product to provide more information to the buyer, but remember this card gives the majority of information to the buyers. This paragraph is what sixty words looks like.

Pricing Information:

Wholesale Price: \$99.99 per unit (example)

Suggested Retail Price: \$159.99 per unit (example)